



WISCONSIN MAIN STREET News

VOLUME 10

NUMBER 3 - 2000

Algoma, Crandon, and Watertown Are New Main Street Communities

Governor Tommy G. Thompson announced that Algoma, Crandon, and Watertown are the 2000 communities selected to be part of the Wisconsin Main Street Program. The Department of Commerce chose the communities after conducting a competitive application process. Designated communities receive five years of technical, design, and business assistance. Participating communities now total 30.

Algoma (pop. 3,353)

Algoma's 23-block program area resembles a triangle with the Ahnapee River on the north side, Lake Michigan on the east, and Wisconsin State Highway 42 on the west. There are 68 businesses and 270 full-time employees located within the program area. The Community Improvement of Algoma organization was formed in 1992. Two current projects include working with

revitalizing and preserving the historic business district while maintaining the small town beauty, charm, and friendly atmosphere.



Left: Steele Street in downtown Algoma.

Top Right: Sweet Memories Candy Shoppe, Crandon.

Bottom Right: "Water Puzzle" mural in downtown Watertown.

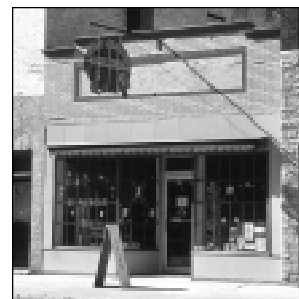
Main Street is a comprehensive revitalization program that promotes the historic and economic redevelopment of traditional business districts in Wisconsin. Since its inception in 1988, member communities have created 9,479 new jobs, attracted 685 new businesses, and generated more than \$353,202,966 in public and private investment for their downtowns.

"These accomplishments exhibit the vital role that downtowns are playing in the state's economy and quality of life," said Governor Tommy G. Thompson.

local financial institutions to initiate low-interest loan programs and having the downtown Steele Street area designated as a historic district.

Crandon (pop. 1,958)

Crandon Main Street Revitalization was established in May 1999. Its focus is an eight-block area that houses 163 full-time employees and 56 businesses. In the summer months Crandon sees a population increase of 20-30%, primarily due to summer residents. One of the goals of the organization is to develop and implement a plan for



Watertown (pop. 19,142)

In 1990, Watertown set up the Central Business Association as its downtown revitalization organization. The 25-block area encompasses 177 businesses, 483 full-time employees, and 31 buildings listed on the National Register of Historic Places. The majority of Watertown's downtown buildings (78%) were built prior to 1919. The organization's plans include expanding the Rock River Walkway to include the three bridges in the downtown area and creating a compatible and attractive downtown business mix.





Retail Strategies to Capture Tourism Dollars

Shopping Experience (part 2 of a 3 part series)

This article summarizes how some retailers have made shopping an enjoyable and engaging experience that complements tourism. These examples were identified through interviews with over 100 retailers in the Midwest. They reflect business operations in a variety of small communities with varying levels of tourism activity.

1. Offer an authentic atmosphere that takes the customer to a different place. A visit to the Von Rothenburg Bier Stube in Germantown, Wisconsin, is like a trip to a beer garden in Germany. It serves authentic imported beer, indoors or outdoors, in surroundings much like one would find in Germany.

2. Provide an entertaining and fun experience. Downtown Mt. Horeb, Wisconsin, draws many visitors in part because of a shop that uses humor to sell mustard. Visitors to the Mustard Museum are entertained with products such as "Evaporate Your Eyeballs Hotsauce" and collegiate t-shirts carrying the name POUPON U."

3. Offer an unusual mix of attractions within your store. The Bear Paw in Rice Lake, Wisconsin, combines an animal museum, a specialty gift shop, and an archery/dart gun range. It offers a unique shopping environment for the entire family.

4. Make shopping easy for parents. The Stubli-Haus gifts in Rockton, Illinois, welcomes customers with coffee, a table for children to play games, and soothing background music. Similarly, Serendipity Cards and Gifts in Port Washington, Wisconsin, provides a play area in the back of the store for small children. Parents feel more at ease when they don't have to constantly worry about their children.

5. Appeal to the senses of sight, smell, and sound. The Alpine Chocolat Haus in Gaylord, Michigan, makes candy on the premises and encourages customers to watch the candy production. The aroma of the cooking chocolate spurs sales. Similarly, Das Wurst Haus in Lanesboro, Minnesota, sells German food and draws customers with the sound of the accordion.

6. Provide samples. Miller's Cheese House in Rice Lake, Wisconsin, offers samples to visitors on the assumption that they will be likely to buy if they can taste the products.

7. Provide an educational experience. Alpine Gardens and Calico Shop in Stitzer, Wisconsin, offers customers, including school and garden clubs, an opportunity to tour and learn about its large selection of alpine plants.

8. Provide a hands-on experience. The Antique Market in Watertown, Wisconsin, is an old lumberyard that has been renovated into several specialty shops and an antique mall. Each day, different artisans set up shop and provide an interactive environment where customers can learn about the trade.

9. Become a fond tradition for visitors. Visiting the Cheddar Box Cheese House in Shawano, Wisconsin, has become a tradition for many families. Tourists return to the store

every year to relive childhood vacations and create memories for their children.

10. Celebrate your visitors. The walls of Colwitz's convenience Store in Shiocton, Wisconsin, are decorated with photographs of sportsmen and their trophy game taken from the area. Visitors receiving this recognition are likely to return to the area and the store.

Do you want to learn more about how to sell to tourists in your community? The University of Wisconsin Extension (UWEX) Center for Community Economic Development is developing an educational program to help communities and their retailers tap into this important market segment. Please contact us through your local extension community resource development educator:

This summary was prepared by Bill Ryan, community business development specialist with the UWEX Center for Community Economic Development. Content drawn from a guidebook titled *Tourism and Retail Development: Attracting Tourists to Local Businesses* written by B. Ryan, J. Bloms, J. Hovland, D. Scheler, with contributions from P. Alexander, J. Braatz, R. Burke, H. Hanson, M. Jones, K. McGuire, B. Pinkovitz, and A. Torketson, 1999.



Sight, smell and sound can be very effective in drawing customers.



CONGRATULATIONS!



Chippewa Falls Makes Top 12 List

The National Trust for Historic Preservation (NTHP) has compiled a list of a Dozen Distinctive Destinations. Chippewa Falls was the only Wisconsin community selected. These communities are managing growth responsibly, maintaining vibrant downtowns, and are committed to preserving their historic landmarks. They are described as delightfully American locations, typifying our country's small towns, close communities, and celebrated heritage.

This is not the first time Chippewa Falls has received a national honor. In 1997, Time named Chippewa Falls one of the top 10 small towns in America. The National Trust for Historic Preservation honored Chippewa Falls with one of its five Great American Main Street Awards in 1996, which recognize the nation's best efforts in Main Street revitalization through historic preservation.

Congratulations Chippewa Falls.

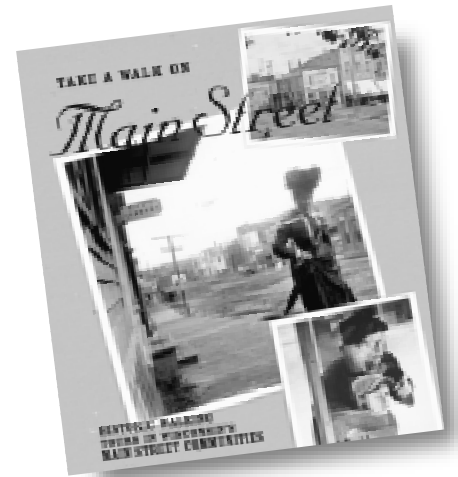
A Dozen Distinctive Destinations

San Luis Obispo, CA
Boulder, CO
Thomasville, GA
Lawrence, KS
Lowell, MA
Petoskey, MI
Cooperstown, NY
Pittman Center, TN
Fredericksburg, TX
Lexington, VA
Port Townsend, WA
Chippewa Falls, WI

Osceola Receives 4 Grants in 1999

In 1999, Osceola Main Street secured four grants totaling \$841,500 in 1999. It received a \$485,000 Intermodal Surface Transportation Efficiency Act (ISTEA) Grant to develop a former railroad bed into a bicycle trail from the Osceola Depot to St. Croix Falls Gandy Dancer Trail; and a \$300,000 ISTEA grant to purchase the 19 ½-acre Osceola Bluff, which overlooks the St. Croix River. This area was home to a ginseng trail used by the Ojibway Indians.

Osceola Main Street also received \$40,000 for a "Rivers, Rails and Trails" heritage tourism project to highlight the diverse history of the St. Croix River Valley; and a \$16,500 Joint Effort Marketing (JEM) Grant to promote a new event entitled "Autumn Heritage Sampler," a partnership between Osceola and New Richmond. Event activities include a poker run with antique cars, stagecoach rides, pressing apple cider, train rides, and blacksmith demonstrations.



Walking Tour Honored

The Wisconsin Main Street Program publication entitled "Take a Walk on Main Street: Historic Walking Tours in Wisconsin's Main Street Communities" was one of 16 state government documents selected nationwide for the 1999 Notable Government Documents Award by the American Library Association. The 64-page guide includes photos and descriptions of the historically significant buildings in 28 of the state's Main Street communities. It also provides local contact information and a brief glossary of common architectural terms. To obtain a copy e-mail name and address to dbarnum@commerce.state.wi.us or call (608) 266-7531.



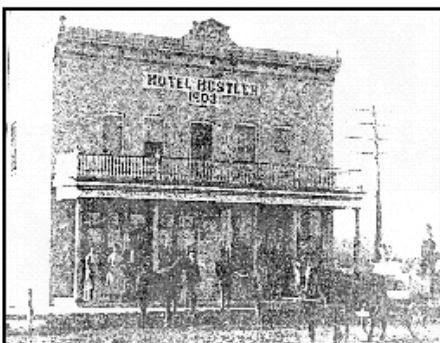
Brownfield Grants Helping Revitalize Wisconsin Communities

Submitted by Melissa Mayer, Brownfields Grant Program

For the last three years, the Department of Commerce Brownfields Grant Program has provided funding for brownfield redevelopment projects that promote economic development and have a positive effect on the environment. A brownfield is an abandoned, idle or underused industrial or commercial facility or site, whose expansion or redevelopment is adversely affected by actual or perceived environmental contamination.

The Department of Commerce has awarded \$15.8 million to 39 projects since 1997. These remediation and redevelopment projects will create a significant economic impact throughout Wisconsin. Overall, the 39 Brownfields Grant project sites have achieved the following:

- ❖ An increase in property values of \$227,600,700.
- ❖ The creation of 3,417 jobs.
- ❖ Restoration of 506 acres of abandoned, underused contaminated properties.



Hotel Hustler, early 1900's



Hotel Hustler, pre-rehabilitation

Hotel Hustler, Inc., Hustler, received a \$50,000 Brownfields Grant for rehabilitation of the historic hotel building which was constructed in 1903. Both soil and groundwater were contaminated at the site by gasoline. Currently, a soil vapor extraction (SVE) system and a groundwater monitoring network in place to contain and eliminate this environmental threat.

Once complete, the project is expected to produce three new businesses -- a hotel/country inn, a catering kitchen, and a restaurant within the hotel/inn. The hotel is located in Hustler's downtown business district. Its renovation will stimulate downtown economic development for this community of 159 residents. The project site is adjacent to the Omaha Trail, which attracts many snowmobile, biking, and hiking enthusiasts to Juneau County. The new businesses on this site will cater to these

tourists, as well as the rest of the Hustler community, and draw new revenue downtown. The project is also expected to create four full-time and four part-time jobs.

Any individual, partnership, corporation, limited liability company, municipality or local development corporation may apply for a grant. The department also considers the quality and amount of the applicant's contribution to the project and innovation of the applicant's proposal for remediation and redevelopment. For more information about the Brownfields Grant Program and future grant competitions, please contact Jason Scott, Department of Commerce, (608) 261-7714 or check the program's website at

<http://www.commerce.state.wi.us/CD/CD-bfi.html>



BUSINESS IMPROVEMENT DISTRICTS

Wisconsin's Business Improvement Districts Number 3rd in Nation

Submitted by Chuck Law, University of Wisconsin-Extension

The next ETN session will be held:

February 21, 2001 (Wednesday),
9:00 - 10:15 a.m.

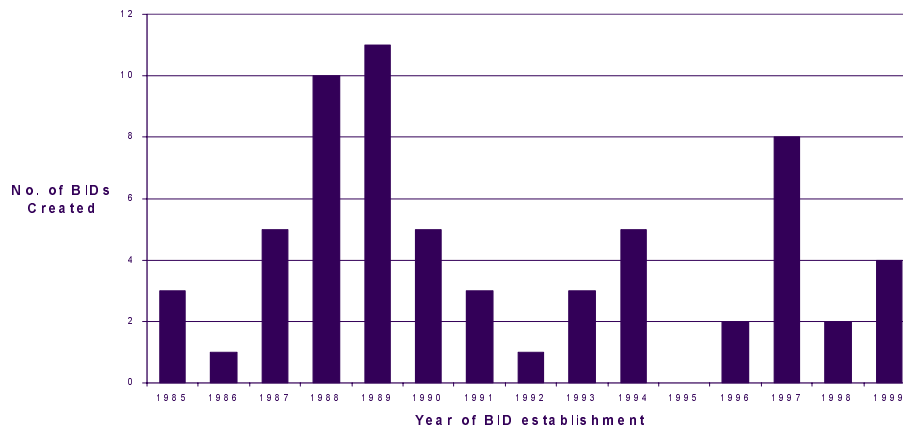
CREATIVE BID PROGRAMMING: *The Milwaukee Experience*

This final program in the series will follow a format used in the last five years of ETN programming by having invited BID representatives share their success stories. This particular session will focus on the Milwaukee experience, which has been involved with BIDs for more than 16 years. City employees with extensive involvement in BID development will be on hand to talk about the lessons they have learned and their thoughts about future BID operation.

For more information on Wisconsin Business Improvement Districts, log on to the website found at: <http://www.uwex.edu/lgc/cp&d/bidpage/bid.htm> or call Chuck Law, UW-Extension, (608) 265-2501.

The study "Business Improvement Districts and Innovative Services Delivery" presents research on the structure, function, and management of BIDs. With assistance from the International Downtown Association, this publication was written by Professor Jerry Mitchell of Baruch College at the City University of New York. The report also makes recommendations on how to improve BIDs and offers the author's thoughts on the future of BIDs. Funded by the Price Waterhouse Coopers Endowment for the Business of Government, the report is available on-line at: www.endowment.pwcglobal.com. Once at that site, look for the section titled "How to Apply" and click on the word "Research". At the next page click on the word "Publications", then "Grant Reports" until you see the title of the research publication. Hardcopy orders can be made by calling (703) 741-1077.

Wisconsin BID Chronology



As the chart shows, Wisconsin continues to maintain an impressive record in both maintaining and developing new Business Improvement Districts (BIDs). A recent Price Waterhouse Coopers Endowment for the Business of Government report shows that Wisconsin has the third largest number of BIDs in the nation with 64 (see sidebar for ways to obtain copies of this report). This represents approximately 5% of the over 1,200 such districts operating across the country.

This past year alone, Wisconsin saw the creation of several new BIDs, one located in Shorewood as well as Madison, and one new neighborhood district within the City of Milwaukee. Interest is also strong in a number of other communities including West Bend, Whitefish Bay, and Appleton.

The state now has over a decade and a half of experience with BIDs, but that is essentially being lost through ongoing manager turnover and the absence of comprehensive documentation. To meet this need the University of

Wisconsin-Extension has been an active partner with the Wisconsin Downtown Action Council (WDAC) in trying to track BID history and establish opportunities for interaction among interested parties. This partnership produces a number of publications including a four-page Fact Sheet summarizing the number of Wisconsin BIDs, their location, assessment rates, budgets and typical expenditures, a directory of contacts for each BID operating in the state, and a flow chart illustrating the basic steps in creating a BID.

Interaction among BID representatives is occurring through a series of Educational Teleconferencing Network (ETN) series that has been offered three times a year since 1995. Over 400 individuals have participated in these ETN discussions since the series' inception. This year the Wisconsin Main Street Program joined UW-Extension and WDAC in offering these programs. For the record, 13 of the state's Main Street programs are supported in whole or in part by a Business Improvement District.



ANNOUNCEMENTS

J.D. Milburn Joins Bureau of Downtown Development Staff

On October 23, 2000, J.D. Milburn became the Small Business Specialist for the Wisconsin Main Street Program. Milburn will provide one-on-one technical assistance to businesses in Wisconsin's Main Street communities, and also help communities with business retention and recruitment, volunteer training, and other special projects. He has more than 15 years of lending experience, with an emphasis on financial packaging of small business loans. Prior employers include Wells Fargo and Bank One Corporation. For

the past three years he has served as a Grant and Loan Specialist in the Bureau of Business Finance, Department of Commerce. Milburn has a B.S. in Agricultural Business, with a minor in Finance, from Iowa State University.



Check out these books!

The Wisconsin Main Street library contains more than 300 books, manuals, workbooks, slide programs, and videos on various downtown topics. Any state resident may check out an item for a three-week period. For more information, call Don Barnum at (608) 266-7531.

The Business Planning Guide- Creating a Plan for Success in your Own Business by David Bangs, Jr. is designed for entrepreneurs, students, and small business owners alike. This is a hands-on guide to developing an effective business plan. In this new and revised eighth edition, readers can improve their technical savvy on the business planning front by utilizing the all-new Internet

resource guide and a slew of tips on using the Internet as a planning tool. The new edition also includes:

- Three complete sample business plans.
- An expanded marketing section, complete with helpful tips for marketing on the World Wide Web.
- An updated resource guide.

What We Learned (the hard way) About Supervising Volunteers: An Action Guide for Making your Job Easier by Jarene Frances Lee with Julia Catagnus is a collection of advice, wisdom, and experience of more than 85 real-life, on-the-job supervisors of volunteers. It tells you what works and what doesn't and why. It identifies challenges and

tells you how to meet them. In addition, you will learn how to:

- Define volunteer goals and job expectations.
- Train and provide ongoing education for volunteers.
- Resolve performance problems promptly and satisfactorily.
- Motivate volunteers through recognition and feedback.
- Build successful relationships with volunteers.
- Provide effective support to volunteers.
- Evaluate your program to determine its strengths and weaknesses.

Statistically Speaking...

The National Main Street Center recently conducted a "mini-survey" and obtained some interesting results. Main Street programs across the country asked businesses in their districts the following questions:

1. Do you currently use the internet to sell things?
2. By what percent have total sales changed since launching your websites?
3. What percent of overall sales do you attribute to your websites?

Here are the results:

1. On average, 16.4% of Main Street businesses are using the internet to sell goods and services.
2. Sales have increased 12.8% on average since website launch.
3. On average, websites contribute 14.3% of total sales.



Web sites to explore

The American Planning Association The objective of the APA is to encourage planning that will contribute to public well-being by developing communities and environments that meet the needs of people and society more effectively. <http://www.planning.org>

Planners Web The online version of the Planning Commissioners Journal is a clearinghouse of information on a variety of local and regional planning issues. <http://www.plannersweb.com/>

The Smart Growth Network The Smart Growth Network provides a forum for information-sharing, education, tool development and application, and collaboration on smart growth issues. <http://www.smartgrowth.org/index2.html>

A Legal Handbook For Nonprofit Corporation Volunteers or What to Do Till the Lawyer Comes This manual is intended for all volunteers, including volunteer managers, members of the boards of directors of nonprofit corporations, and officers of nonprofit corporations. <http://www.ptialaska.net/~jdewitt/vlh/>

Internet Nonprofit Center Information for and about nonprofit organizations in the United States. The Nonprofit FAQ ("Frequently Asked Questions") presents information on a wide range of topics of interest to leaders and managers of nonprofit organizations. <http://www.nonprofits.org/>



WISCONSIN MAIN STREET
News

VOLUME 10, NUMBER 3 - 2000

Published quarterly to provide downtown revitalization strategies to Wisconsin communities.

Edited by: Shari Cox

Published by:

State of Wisconsin Dept. of Commerce

Wisconsin Main Street Program

201 West Washington Avenue

P.O. Box 7970

Madison, Wisconsin 53707

(608) 266-7531

dbarnum@mail.state.wi.us

<http://www.commerce.state.wi.us/>

CD/CD-bdd.html

Brenda J. Blanchard, Secretary

Peggy Lescrenier, Administrator

Div. of Community Development

Jim Engle, Director,

Bureau of Downtown Development

Todd Barman, Assistant Coordinator

Kevin Pomeroy, Design Coordinator

J.D. Milburn, Small Business Specialist

Don Barnum, Program Assistant

Shari Cox, Marketing Specialist

Christine Symchych, Design Specialist

Main Street Council Members

Dean Amhaus, Madison

Beverly Anderson, Darlington

Charles Causier, Milwaukee

Shawn Graff, Hartford

A. William Huelsman, Waukesha

Dennis Leong, Madison

Peggy Lescrenier, Madison

Terrence Martin, Waupaca

Brian McCormick, Madison

William Neureuther, Hubertus

Fritz Ruf, Pewaukee

John Spielmann, Hartford

Kevin Tenpas, Green Bay

Trudy Wallin, Viroqua

Ed Wendland, Watertown



WISCONSIN MAIN STREET PROGRAM MANAGERS

ALGOMA, '00

Michael Glime
(920) 487-5498

ANTIGO, '89

Carroll Hoffman
(715) 623-3595

BELOIT, '88

Andrew Janke
(608) 365-0150

BLACK RIVER FALLS, '97

Steve Sollien
(715) 284-2503

BLANCHARDVILLE, '97

Amy Charles
(608) 523-2274

CHIPPEWA FALLS, '89

Jim Schuh
(715) 723-6661

COLUMBUS, '92

Judy Goodson
(920) 623-5325

CRANDON, '00

Mary Kircher
(715) 478-4242

DARLINGTON, '96

Kate Trump
(608) 776-3067

DE PERE, '90

Gene Hackbarth
(920) 433-7767

DODGEVILLE, '91

Joni Herren
(608) 935-9200

EAGLE RIVER, '99

Rita Fritz
(715) 477-0645

GREEN BAY, '95

Karen Thornton
(920) 437-2531

MARSHFIELD, '90

Sheila Ashbeck-Nyberg
(715) 387-3299

MINERAL POINT, '93

Jon Weiss
(608) 987-2580

OSCEOLA, '97

Pat Kytola
(715) 755-3300

PEWAUKEE, '96

Donna Baldwin-Haut
(262) 695-9735

PLATTEVILLE, '99

Cheryl Zmina
(608) 348-4505

RICE LAKE, '91

Kathy Wellsandt
(715) 234-5117

RICHLAND CENTER, '92

(608) 647-8418

RIPON, '88

Craig Tebon
(920) 748-7466

SHARON, '94

Donna Goetz
(262) 736-6246

SHEBOYGAN FALLS, '88

Nancy Verstrate
(920) 467-6206

STURGEON BAY, '94

Becky McKee
(920) 743-6246

TIGERTON, '93

Virginia Kauffman
(715) 535-2110

TWO RIVERS, '96

Mike Ascher
(920) 794-1482

VIROQUA, '89

Ingrid Mahan
(608) 637-2666

WATERTOWN, '00

Sherrie Avery-King

WAUPACA, '96

Lori Dehlinger
(715) 258-9009

WEST BEND, '99

Theresa Fuerbringer
(262) 338-3909

Change Service Requested

201 W Washington Ave
PO Box 7970
Madison WI 53707-7970

Department of Commerce



Prst Std
US Postage Paid
PAID
Madison, WI
Permit No. 1369